

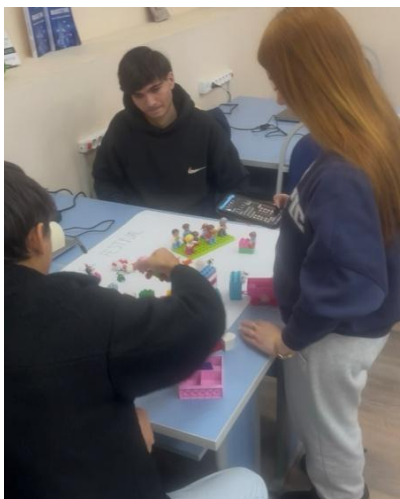
BUSINESS CHALLENGE – DESIGN SPRINT: INNOVATION AND SUSTAINABLE TOURISM AT USPEE „CONSTANTIN STERE”

At USPEE “Constantin STERE,” the training “Business Challenge – Design Sprint, 2025” was successfully held, organized within the project *Designing Green Tourism Concepts Through Learning – ENRICHER-hubs (101082919-ERASMUS-EDU-2022-CBHE-STRAND-2)*.

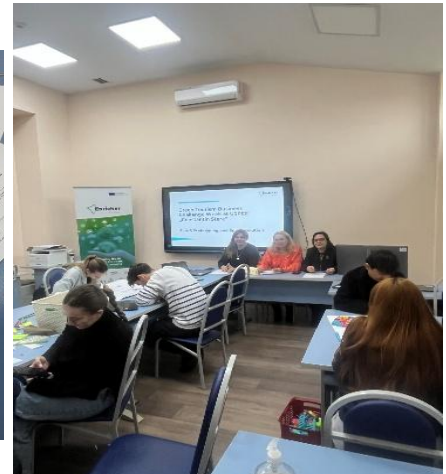
Over the course of five days, students took part in a hands-on innovation exercise using the Design Sprint methodology. The business challenges were provided by the following partners:

1. Costești Tourist Complex
2. „Festival” Cultural–Tourist Guesthouse
3. „Hanul lui Vasile” Recreation Complex
4. „Floare de Cireș” S.E.

The training program enabled students to become familiar with the stages of the Design Sprint process, including interviews with business representatives, exploratory research, the development of a „research wall,” and the prototyping of identified solutions. Throughout the activities, students strengthened their analytical and creative skills, learning to collaborate effectively in multidisciplinary teams. They also gained a deeper understanding of how sustainability principles can be integrated into tourism-related problem-solving. The structured format of the Design Sprint encouraged participants to generate ideas rapidly, test assumptions, and refine concepts based on real feedback.



In the final stage, the four participating teams presented their results to the Jury, with the winning team, „Ecovibe,” being selected for developing solutions based on the challenge proposed by the Costești Tourist Complex. Their presentation stood out due to its innovative approach, clear problem definition, and the feasibility of the proposed prototype. The event not only showcased students’ abilities to apply design thinking in practice but also highlighted the importance of industry academia collaboration. Overall, the training served as a valuable learning experience, preparing students for future professional challenges in the field of sustainable tourism development.



The beautiful memories and precious experiences will remain in the memory of USPEE students and professors, but also in the institutional memory of the university.



The Erasmus+ ENRICHER hubs project – “Designing Green Tourism Concept through Learning” (Project number: 101082919) is funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. Project is implemented by the consortium members: project grant coordinator - Haaga-Helia University of Applied Sciences (Finland); MCI The Entrepreneurial school® (Austria); University of Genoa (Italy); Caucasus University (Georgia), Akaki Tsereteli State University (Georgia), Iakob Gogebashvili Telavi State University (Georgia); University of European Political and Economic Studies Constantin Stere (Moldova), Moldova State University (Moldova), Comrat State University (Moldova). More information: www.enricher.eu